

Transformation of social and environmental views during the sporting events (on an example of the Kazan Universiade 2013)

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Abstract

The article considers the issues of transformation of social and environmental systems from the standpoint of social constructivist approach during carrying out Kazan Universiade 2013. Designing an image of sport achievements fosters a positive range in assessing of big city environmental issues. Publication based on the study of sociological questionnaire of citizens and guests of Kazan in the area of the Universiade venues during its implementation.

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